

generate as part of said image-based promotional data access information for accessing selected display indicia, said read-out means being operable to read out said selected display indicia in response to received access information; and said display means being operable to display said selected display indicia in superposition over said displayed program.--

REMARKS

Claims 40-59 were pending in the application. In this Amendment, new claims 87-126 have been added. Claims 40-59 and 87-126 thus remain for consideration. Early and favorable consideration by the Examiner is respectfully requested.

The Examiner is hereby authorized to charge any insufficient fees or credit any overpayment associated with the above-identified application to Deposit Account No. 50-0320.

The Examiner's consideration of this matter is gratefully acknowledged.

Respectfully submitted,

**FROMMER LAWRENCE & HAUG LLP**  
Attorneys for Applicants

By: Bruno Polito  
Bruno Polito  
Registration No. 38,580  
Tel. (212) 588-0800